The Xerox Memorywriters

Perfect Typing Made Perfectly Simple



XEROX

Trying For Perfection Can Be Very Trying

We've all become so accustomed to the obstacles to perfect typing, that we accept them as part of the normal work routine. You know how it is:

A Changing World Simple letters and memos are always being changed. Longer documents are revised until they're practically out the door. And as the typist, *you* have to make all the changes.

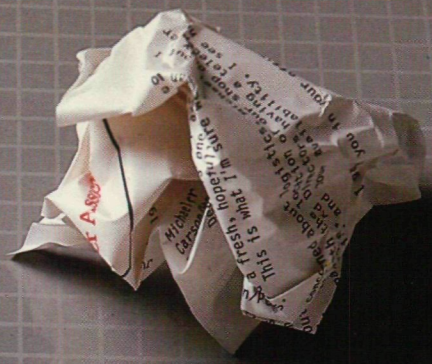
Misteaks Happen Typists make typos; managers can provide illegible information. So, errors are a natural part of typing. Unfortunately, as the typist, you have to do *all* the correcting. This means a lot of time spent making corrections manually *or* re-typing — time that should be used more productively.

Appearances Count How many times have you re-typed a letter, a complicated form, or memo simply because after you made all the changes and corrections, it didn't *look* good enough to send out. That's right, *too many times.* Then again, you may have to completely re-type something because the page balance is off, or the line spacing or margins don't look right.

Haste Makes Re-Typing In business, it seems deadlines are always most urgent when the work reaches *your* desk. Everything has to be typed immediately. The pressure makes you hurry: this means more mistakes, and more re-typing. So you fall behind in your work, *or* work overtime.

You're accustomed to these obstacles as part of the work routine, but if you think about it, they're really shortcomings in the *typewriters* you're accustomed to. Studies show these typewriters can turn *three minutes* of typing into *15 minutes* of work!

With the Xerox Memorywriters, you'll still have changes and deadlines, and you'll still be expected to turn out letter-perfect typing. The big difference: Memorywriters *automate* the everyday typing chores that are still done manually on many typewriters. So, perfect typing becomes perfectly simple.



Anderson & Cooper Associates

June 24, 1983

Michael Parr
Carson/Peeters
Boulder Square
Denver, Colorado 14500

Dear Michael:

I want to thank you for giving me the opportunity to meet you. I can tell that you're excited about good concept and graphics, and I'm sure it's going to be a pleasure working with you. I also want to thank you for giving me my first show for '83.

Michael, the all-products catalog is the type assignment Ad Directors thrives on. The portfolio you looked at typifies our versatility in advertising. We always continue to keep a variety of assignments in our shop to keep the adrenaline flowing. This is one reason Melville uses us. We always strive to find a fresh, hopefully, innovative answer to our client's problems. This is what I'm sure we can do for you and Carson/Peeters.

You didn't seem to be too concerned about logistics, Michael, but I would like to assure you that with the location of our shop only a few blocks from your Dallas office, Ad Directors having a telecopier for rough layouts and copy viewing and your availability, I see no problem at all.

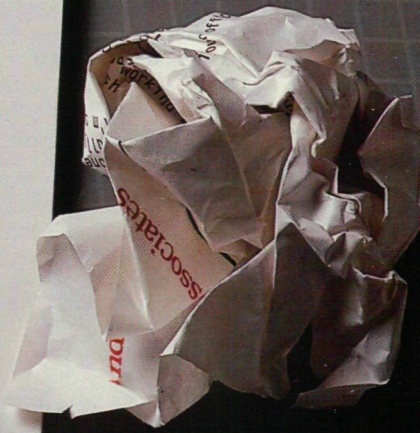
I want to put on paper, the quote I gave you in your office.

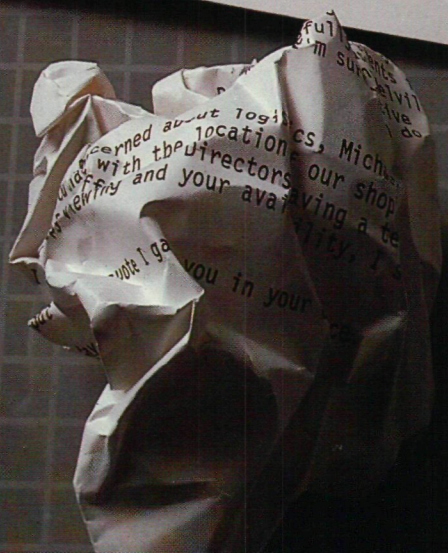
Have a good day.

Sincerely,

James L. Selak

JLS:e





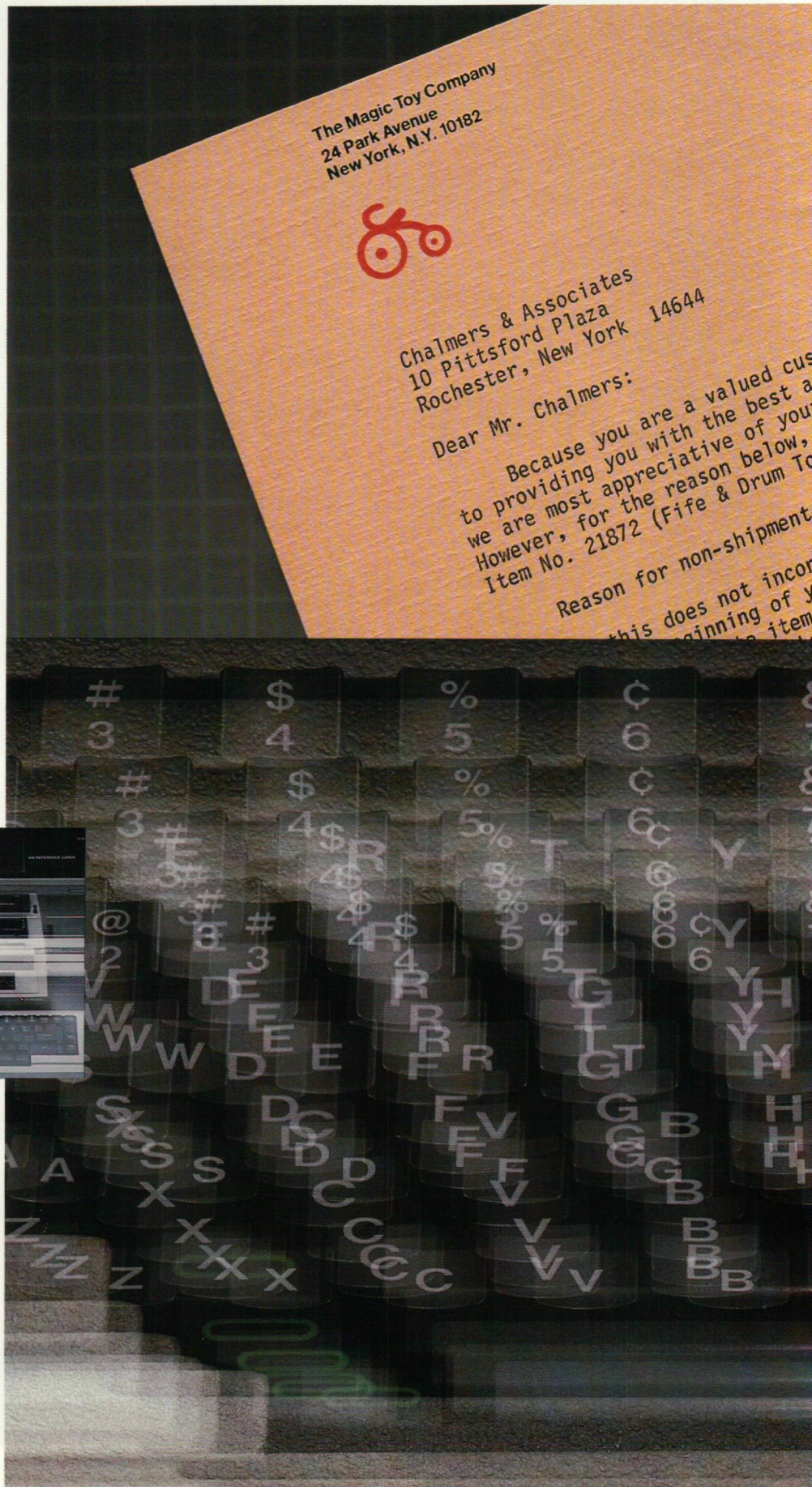
Much More Typing From Much Less Typing

You can now produce more finished typing — perfect typing — from much less effort. A Xerox Memorywriter does all kinds of typing chores, so you can concentrate on typing. You'll never have to do manual corrections again; you'll avoid hundreds of repetitive keystrokes every day; you're free from almost all manual positioning and formatting; free from counting characters and spaces. So, no matter how fast you can type, you can now type faster — with a Memorywriter.

Equally important, these automatic, electronic features are totally productive, because the entire Memorywriter series was designed to share some very basic characteristics:

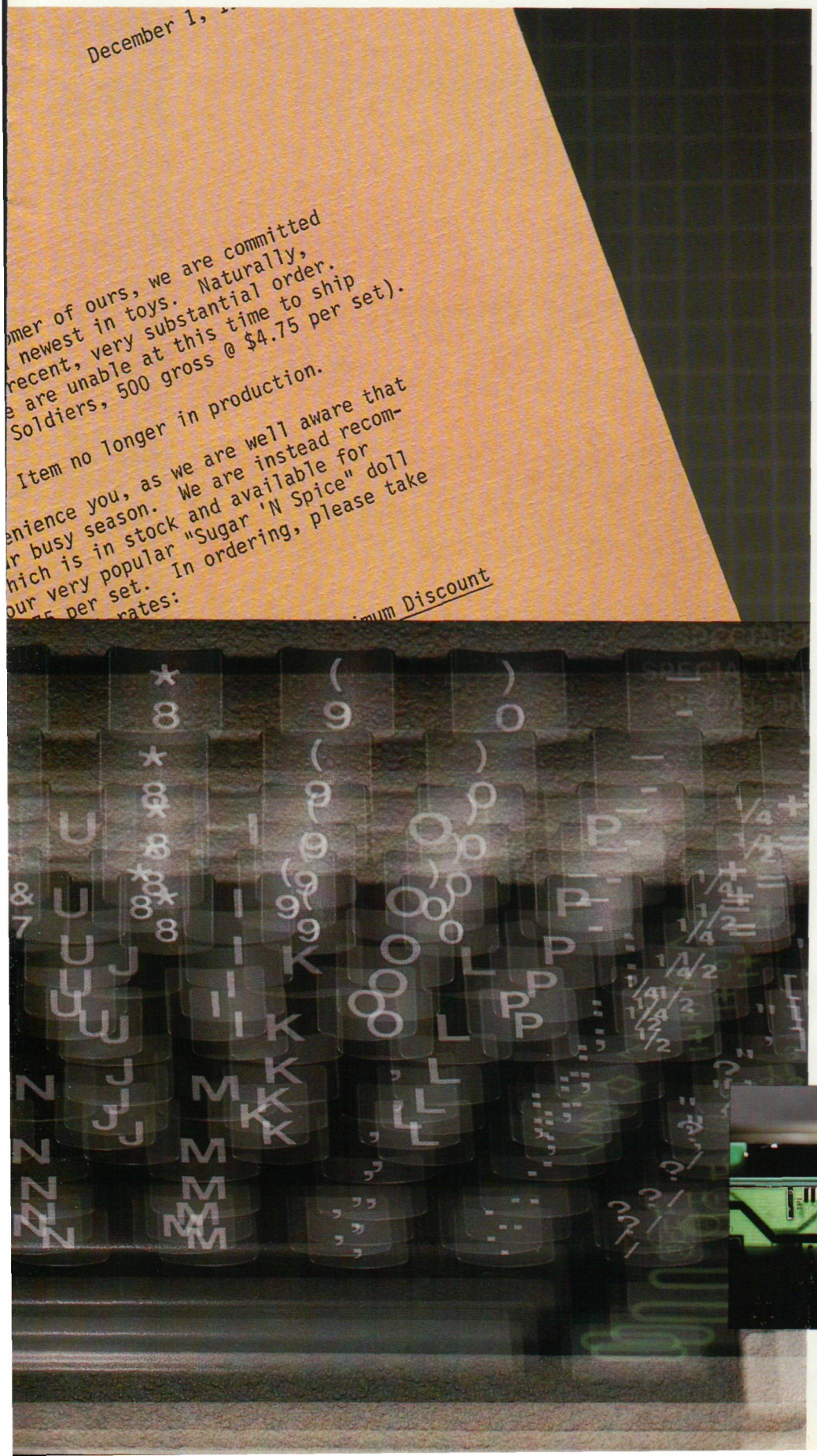
Simple To use a Memorywriter feature, just touch a key or a control panel switch. There are no complex coding steps to go through. And, Memorywriter communicates with you, so you always know what *it's* doing *and* what *you're* doing. The keyboard layout and keyboard touch are the same as that on a standard typewriter, but the keys themselves are 25% larger for more accuracy and comfort.

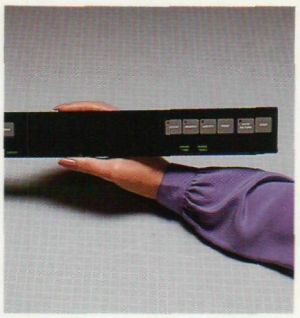
Practical Memorywriter offers different models for different typing needs, with just the features needed at each level. It might sound nice to have a machine that does everything short of taking your pulse, but if that means a lot of features that 1) aren't used and 2) complicate the typing process, what good are they?







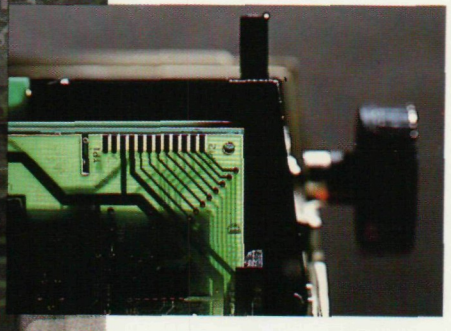




Adaptable Each Memorywriter has the built-in adaptability to meet future needs. You can add capabilities directly to a 610 or 615, *right in your office.* So you never outgrow a Memorywriter; it changes as your needs change without ever leaving your office!

Reliable There's a substantial, measurable difference in reliability between electromechanical typewriters and the electronic Memorywriter. Electrics have *hundreds* more moving parts. Electronic components by their very nature function more reliably than mechanical parts. In addition, a self-diagnostic system lets our Customer Service people test the entire keyboard and all typing functions in a matter of seconds.

Affordable The Xerox Memorywriters aren't "word processors", so they're priced *far below* such systems. But by offering different models for different needs and by introducing many automatic features, Memorywriters deliver typing quality, speed and productivity *never before available at this price level.*



The Magic Toy Company
24 Park Avenue
New York, N.Y. 10182

December 1, 1983 (1)

(2) Chalmers & Associates
10 Pittsford Plaza
Rochester, New York 14644

Dear Mr. Chalmers:

(3) Because you are a valued customer of ours, we are committed to providing you with the best and newest in toys. Naturally, (6) (4) we are most appreciative of your recent, very substantial order. (7) (8) However, for the reason below, we are unable at this time to ship (5) Item No. 21872 (Fife & Drum Toy Soldiers, 500 gross @ $4.75 per set).

(2) Reason for non-shipment: Item no longer in production. (9)

We hope this does not inconvenience you, as we are well aware that this is the beginning of your busy season. We are instead recommending an alternate item which is in stock and available for immediate delivery. It's our very popular "Sugar 'N Spice" doll set (Item No. 70481) at $15.75 per set. In ordering, please take advantage of our quantity-discount rates: (10)

(2) (9) Discount Schedule

(11)

Units	% Discounts	Unit Price	Maximum Discount (12)
1 - 999	13%	$15.75	$ 2,045.45 (13)
1,000 - 4,999	15%	$15.75	11,810.1375
5,000 - 25,000[1] (14)	20%	$15.75	78,750

[1]Negotiable discounts on quantities over 25,000.

In closing, we want to re-state our customer policy:

(9) THE MAGIC TOY GUARANTEE (16)

(15) We stand behind every toy we produce. Every item is tested and re-tested to meet the highest safety standards. We will cheerfully replace any unsatisfactory shipment of goods, pending its return with proper documentation. (12)

Sincerely,

Maureen Higgins

(2) Maureen Higgins
Vice President, Customer Service

16 Ways To Make A Letter Perfect. Automatically.

Here's the kind of business letter you may be facing every day. It's not long, but it involves enough time-consuming typing tasks to make it seem endless.

Now, see how a Xerox Memorywriter makes typing this letter perfectly simple. With all these automatic and easy-to-use features, you can turn out finished typing *at first-draft speed.*

1. **Automatic Right Flush**
2. **Automatic Phrase/Format Storage**
3. **Automatic Margin/Tab Set/Clear**
4. **Automatic Line Spacing**
5. **Automatic Pitch Selection**
6. **Automatic Erasure**
7. **Previous Line Corrections**
8. **Automatic GO TO END**
9. **Automatic Centering**
10. **Automatic Carrier Return**
11. **Automatic Column Formats**
12. **Automatic Underlining**
13. **Automatic Decimal Tabs**
14. **Automatic Subscript/Superscript**
15. **Automatic Indenting**
16. **Automatic Excellence!**



The Xerox Memorywriters

1. **Automatic Right Flush** Usually you count spaces *backwards* to align text flush to the right margin. Now, without manual positioning, you can end any line at the right margin.

2. **Automatic Phrase/Format Storage** Store frequently-used paragraphs, address blocks, and so on. Play them back instantly and error-free at *20 characters per second* whenever you want. You can even store margin and tab settings. "Title" each stored item, and then use that title to recall it. Use LIST TITLES to see what titles you've already used. The Xerox 610 Memorywriter stores 946 characters in its memory, the Xerox 615 stores 5,450 characters.

3. **Automatic Margin/Tab Set/Clear** Set or clear margins and tabs instantly with one touch of the control panel. Touch TAB (or CLEAR TAB) at the left margin, and you set (or erase) a complete tab grid across the page.

4. **Automatic Line Spacing** Line spacing is changed electronically each time you touch the Line Space switch. Choose 1, 1 1/2, 2, or 3 spaces between lines.

5. **Automatic Pitch Selection** The interchangeable daisy printwheels are available in four pitches: pica (10), elite (12), micro-elite (15) and proportional spacing. Memorywriter adjusts to the pitch of each printwheel. Even *proportional spacing* is completely automatic.

6. **Automatic Erasure** *At this point,* if you noticed a mistake in the first line, you'd usually have to tediously erase and re-type all those words — or start over! Now, the 610 *remembers* your last 250 keystrokes (the 615 remembers the last 180); so touch the "erase" key and any or all of those keystrokes are lifted off — even those on the previous line.

7. **Previous Line Corrections** Sometimes an error on a previous line involves only transposing letters, so you don't have to erase the whole line. To make the correction, simply touch the "reverse" key until you're at the error. Then use the "erase" key, and type in the correction.

8. **Automatic GO TO END** If you've just corrected a previous line, you usually space or tab back to where you left off. With Memorywriter, touch GO TO END, and automatically you're at the point where you first noticed the error. You're ready to resume typing after only a minimal interruption.

9 Automatic Centering Memorywriter will automatically find the center between margins *and* center text on any point. You don't have to count characters or manually position the carrier!

10 Automatic Carrier Return As you near the end of a typing line, you usually slow down to decide when to return. With AUTO RETURN on, when you space within six spaces of the right margin, the carrier returns. So, your typing rhythm isn't broken; you type faster with less effort.

11 Automatic Column Formats Memorywriter calculates equally-spaced columns, *automatically* adjusts for varying-width entries, and then centers headings on those columns. Think of all the character counting and manual positioning this saves.

12 Automatic Underlining Most typewriters make you go back over any text you want underlined — it's almost like re-typing it all. With Memorywriter, you can underline any text *as you're typing it.* With a 615, double, column and previous word underlining are also automatic.

13 Automatic Decimal Tabs The problem with multi-digit and decimal numbers is that you spend much more time positioning than you do typing. Now, just TAB and type without counting or positioning. Columns *and decimal points* are automatically positioned correctly.

14 Automatic Subscript/Superscript For footnotes, math equations, and science formulas, use INDEX or RVRSE INDEX to type 1/4 space below or above the typing line.

15 Automatic Indenting Touch AUTO INDNT to highlight special paragraphs, outlines or quotations. This frees you from tabbing after each return. Create a "block" indent by touching RIGHT MARGIN after AUTO INDNT. This gives you a right margin indent equal to that of the left margin.

16 Automatic Excellence! Consider the truly excellent document quality you can create automatically by combining Memorywriter features: start with crisp, sharp print quality, use proportional spacing for a prestigious look. Dramatically emphasize headings with boldface type. Choose a typestyle to reflect any image. Even use *different color* ribbons.

The Xerox 610 Memorywriter



Since their introduction a short time ago, the Xerox Memorywriters have quickly established themselves as *the new standard* in electronic typewriters. They're being welcomed into offices across the country not only for their many automatic features, but also because they share one unique feature: they're part of the Xerox story of quality, reliability and customer service.

Many From One Each Memorywriter model meets a different set of typing needs. But no matter which model you choose, it can be changed to another model *without* ever leaving your office. So, you'll never outgrow the Xerox Memorywriters.

Quiet Operation Memorywriters are quieter than typewriters using metal typing elements — a fact that's even more noticeable during high-speed printout. Also, paper can be inserted or removed without disturbing the sound hood.



The Daisy Printwheel Xerox offers dozens of different typestyles to match any typing need. Each one is instantly inserted or removed. Typestyles are available in four pitches (10, 12, 15 and proportional spacing) and in sizes from 6 to 14 points.

Repeating Keys To save time and effort, these character/function keys repeat continuously if held down: the hyphen, manual underline, the period, the "x", RVRSE, BKSP 1/2, RETURN, INDEX, RVRSE INDEX, "backspace", "erase", and the space bar.

Large Cast Of Characters Memorywriters give you 98 characters, instead of the usual 88. The extra characters you'll have are: ± (plus or minus), ° (degree), § (section), ¶ (paragraph), ^{2}, ^{3} (exponents), ><(greater than, less than), ® (registered trademark), and μ (Greek letter "mu").

End-Of-Page Indicator As a page moves up the paper support, a sliding scale shows how much is still left for typing. This helps you keep a consistent bottom margin on each page.

A Lasting Memory On other electronic typewriters, once you touch RETURN, the "erase" memory is lost — but not with a Memorywriter. And, the storage memory isn't affected by temporary power outages or fluctuations.

Communications Options Certain Memorywriters can be linked with computers, other Memorywriters, or communications networks, via phone lines or direct connection. Actually, they can be used for many applications where hardcopy printout is needed.

Xerox Supplies Besides printwheels, you can order all your typing supplies and related office products from us, so you enjoy single-vendor convenience and efficiency. Choose from a complete line of typing papers, ribbons, lift-off tapes, and much more. Our computerized order entry system and toll-free phone ordering take the bother out of ordering supplies.

Xerox Customer Service The electronic reliability built into every Memorywriter is backed by our nationwide service organization. They know your Xerox equipment inside and out, and, remember: these are *Xerox* employees, not contracted outsiders. Also, while any machine can be uncooperative on occasion, that will never be said of our service people.



The Xerox 615 Memorywriter

With its additional features and expanded storage, the Xerox 615 meets the demands of a different level of typing than the 610. Many of the added features help you work with a stored document. The storage memory holds 5,450 characters, while the "erase" memory holds 180 keystrokes. Remember: if your needs change, the 615 can be changed into a different-level Memorywriter *right in your office.*



Touch-Sensitive Control Panel
Memorywriters have an easily-readable control panel. Simply touch the designated area to control margins, tabs, decimal tabs, carrier returns and line spacing, as well as store text in memory, print it out, print it out with right margin justification, clear the memory, or stop any function.

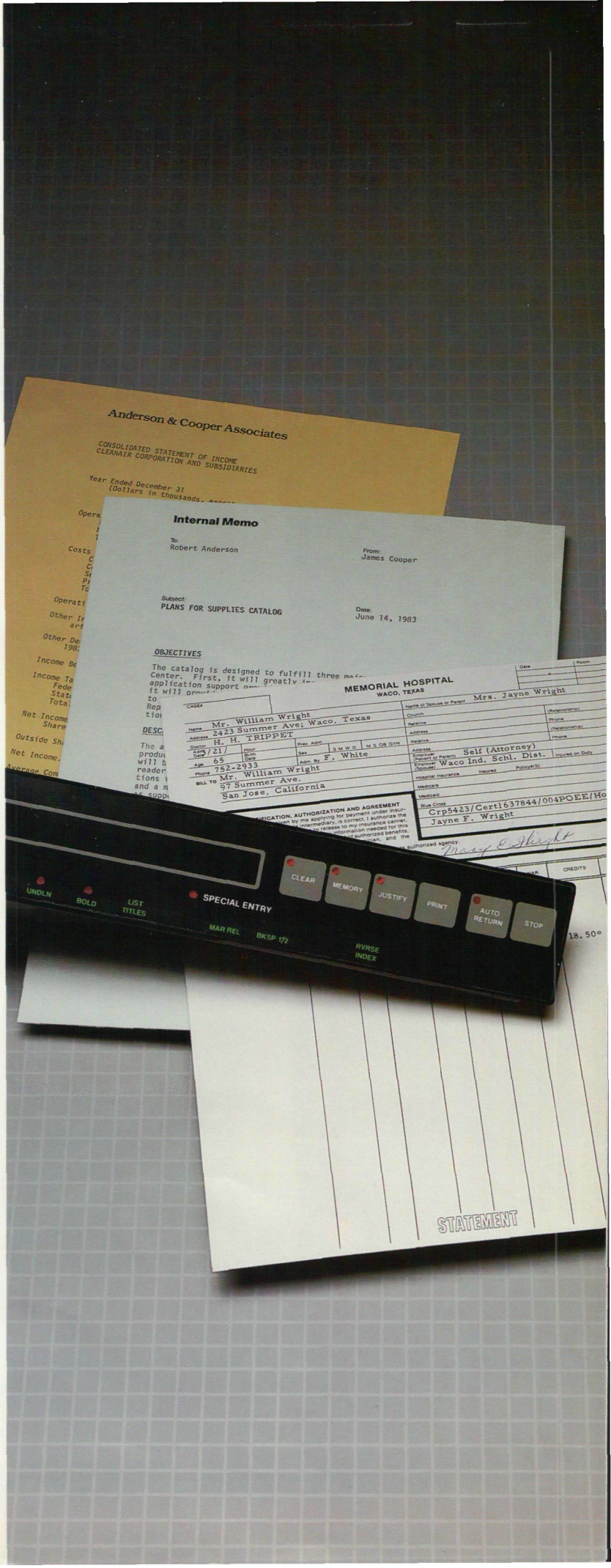


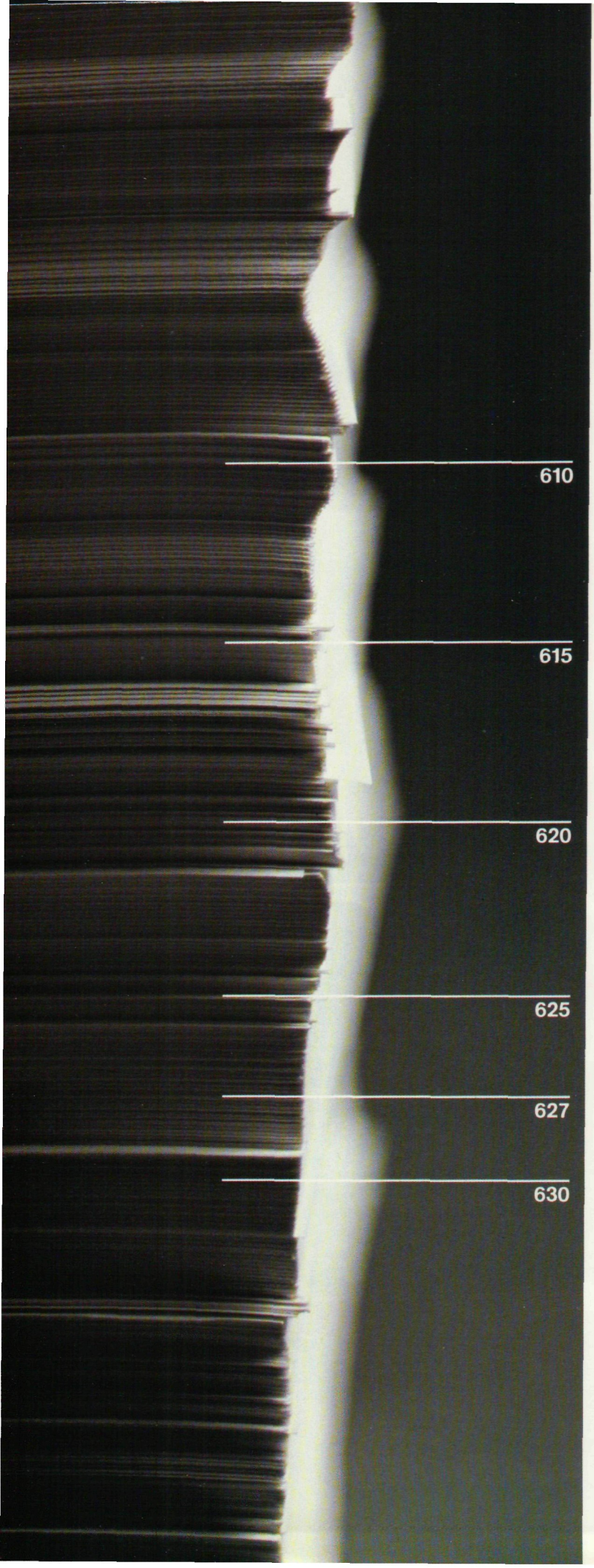
Right Margin Justification When you print out a stored document, you can automatically have the right margin justified. This adds a printed-page quality to any business communication.

Variable Data Insertion Use AUTO STOP to insert variable data in a basically repetitive document. While storing a document, indicate AUTO STOPs wherever variable data will occur. When printing out, the 615 will automatically stop at these points so you can insert a different name, address, dollar amount, or whatever. Think how this increases typing productivity, while ensuring that the repetitive content is always letter-perfect.

TYPO CORRECT You can make changes and corrections to *text stored in memory*, so you don't have to re-type a whole page to have it perfect. Use GO TO START to move to the beginning of any stored document. Touch FWD to print it out up to the point where changes must be made. Use the "erase" key to make the deletions, and then type in the new material. Touch FWD again to print out to the next change. When all changes have been made, use GO TO START and PRINT to print out the document as many times as needed. This is especially useful on multi-part forms, because a correctable ribbon can't correct carbon copies. By creating the document error-free on a worksheet, it can be printed out that way onto the form *and all the carbons.* The same technique works with negotiable instruments, where correctable ribbons cannot be used at all.

LIST TITLES There's no need to keep a written log of what you've stored. Ask the 615 to print out a "table of contents" of what's in memory. In a few seconds, you'll have the title, as well as the first words, of each entry.





A Xerox Memorywriter For Different Kinds Of Perfection

Each Memorywriter matches with a particular kind and volume of typing. By talking with our representatives and showing them your typical workload, they'll be able to recommend the Memorywriter with the features you need and *will use* the most.

610

Simple Corrections
Excellent Document Appearance
Short Documents
Phrase/Format Storage (946 chars.)
Tables/Columns

615

Minor Corrections/Revisions
Increased Storage (5,450 chars.)
Short-Term Storage Of Documents
Right Margin Justification
Variable Data Insertion

620

Longer Documents
Phrase/Sentence Revisions
Increased Storage (9,260 chars.)
Frequent Repetitive Typing
Forms Typing

625

Increased Storage (19,180 chars.)

627

Increased Storage (31,000 chars.)

630

Limitless Storage
Lengthy Documents, Long-Term Use
"Boilerplate" Typing
Frequent, Extensive Revisions
Extensive Forms Typing

	610	615	620/625/627	630
Phrase/Format Storage	•	•	•	•
Automatic Centering	•	•	•	•
Automatic Indenting	•	•	•	•
Automatic Carrier Return	•	•	•	•
Automatic Right Flush	•	•	•	•
REVERSE	•	•	•	•
GO TO END	•	•	•	•
GO TO START		•	•	•
Automatic Column Formats	•	•	•	•
Automatic Decimal Tabs	•	•	•	•
Superscript and Subscript	•	•	•	•
Automatic Underlining				
Continuous	•	•	•	•
Previous word, double, column		•	•	•
Automatic Boldface	•	•	•	•
Automatic Pitch Selection	•	•	•	•
Automatic Proportional Spacing	•	•	•	•
List Titles	•	•	•	•
Recall/Store By Document Name			•	•
Alternative Keyboards	•	•	•	•
Computer Diagnostics	•	•	•	•
Automatic Erasure	250 characters	180	180	180
Battery Back-Up	•	•	•	
Playback Speed	20 cps	20 cps	20 cps	20 cps
Upgradeable	•	•	•	•
Right Justification		•	•	•
TYPO CORRECT		•		
AUTO STOP		•	•	•
FORWARD		•	•	•
Character Display/Prompts			•	•
Forms Layout			•	•
FIND			•	•
Hyphen Scan			•	•
Delete Forward/Delete Reverse			•	•
Communications Options	•		•	•
MARK, MOVE, COPY				•
Global Search & Replace				•
Expanded Forms Layout				•
Programmable Display Prompts				•
Pagination				•
Memory Capacity	946 characters	5,450	620-9,260 625-19,180 627-31,000	Limitless on 138,300-character diskettes (approx. 70 pages)

Compare The Productivity Of The 610 Memorywriter Vs. Correcting Selectric® III

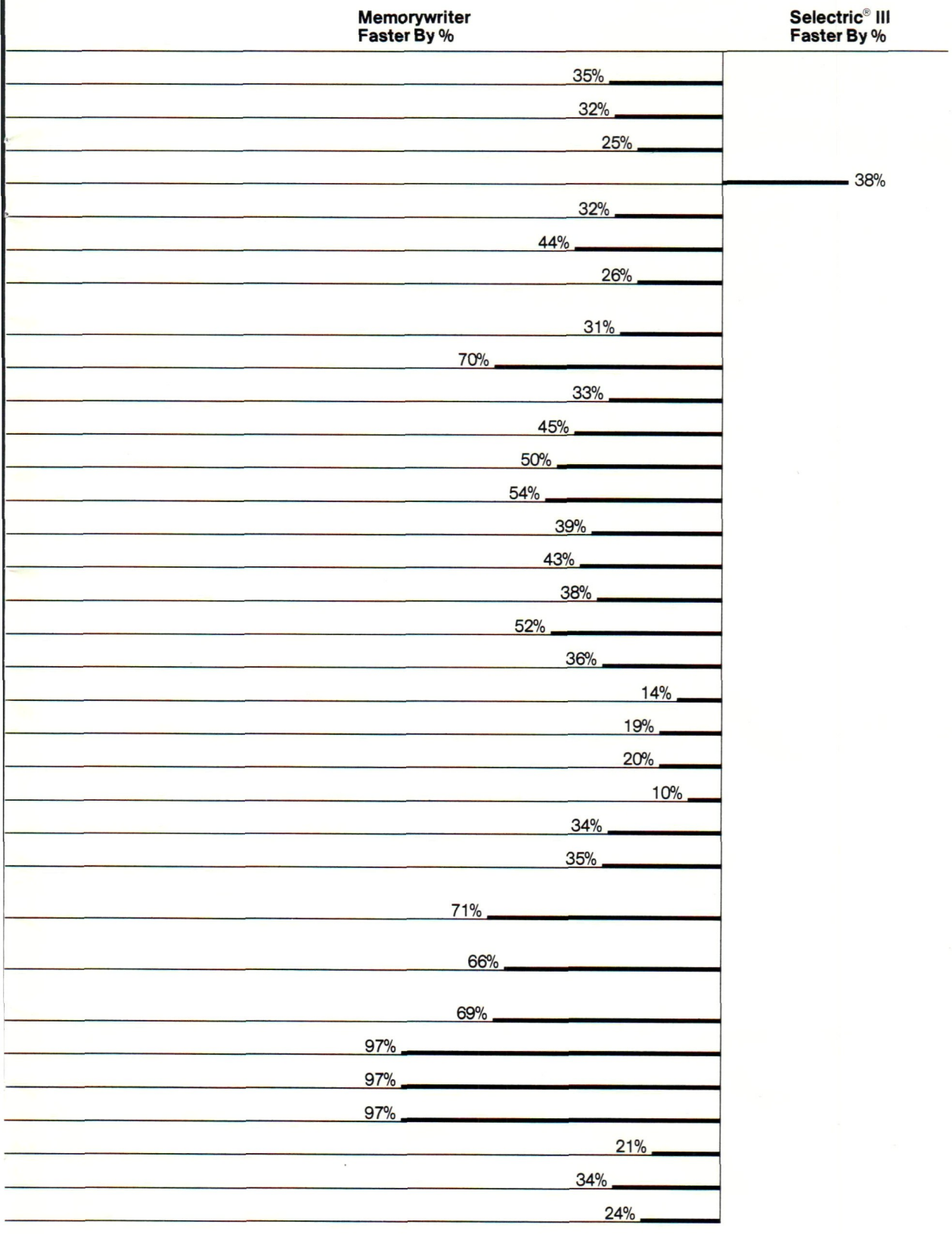
In this test, a variety of typing tasks were compared. Obviously, on straight typing (and indents), the two machines scored equally. On five-word individual underlining, the Selectric is 38% faster. But,

> on the 32 other tasks, *Memorywriter is faster by a mean percentage of 43.6%!*

Additionally, 10 of the 14 typists who participated in the test had no previous experience with a Memorywriter, and didn't have enough time to reach maximum proficiency in all the functions tested. Assuming maximum proficiency on the Selectric, these percentages are probably the *minimum gains* that can be expected with Memorywriter. The tasks were performed and measured individually, that is, not as part of complete documents. So, results would vary in everyday typing, based on the demands of different documents.

The test results were analyzed by an independent consultant, and neither machine could be identified during the data analysis.

Function	Task #	
Underlining	1.	Two words
	2.	One word
	3.	Five words with continuous underline
	4.	Five words with individual underline
	5.	Four-line paragraph
Error Corrections	6.	Type, erase, re-type one word
	7.	Type, erase, re-type a four-word sentence
	8.	Type two lines, erase and re-type last word on first line
Stored Phrases	9.	Standard letter with 91% of letter stored
	10.	Same letter to two persons
	11.	Same letter to three persons
	12.	Same letter to four persons
	13.	Same letter to five persons
Centering Headings	14.	Center one word
Between Margins	15.	Center three lines (total of eight words)
	16.	Center two lines (total of eight words)
	17.	Center one line (total of seven words)
	18.	Center six lines (total of 18 words)
Center On A Point	19.	Center one word at the middle of a line
	20.	Center two 2-word titles
	21.	Center three 2-word titles
	22.	Center four 1-word titles
Right Flush	23.	Type date flush to right margin
	24.	Type 3-line name and address flush to right margin
Column Formats	25.	For three columns (one for five categories, two for dollar amounts/category)
	26.	For five columns (one for five categories, four with decimal numbers)
	27.	For three columns (one for seven categories, two for dollar amounts/category)
Recalling Column Formats	28.	Re-create same format as Task #25
	29.	Re-create same format as Task #26
	30.	Re-create same format as Task #27
Typing Columns	31.	Type columns that were set up in Task #25
	32.	Type columns that were set up in Task #26
	33.	Type columns that were set up in Task #27


Memorywriter
Faster By %
Selectric® III
Faster By %
35%
32%
25%
38%
32%
44%
26%
31%
70%
33%
45%
50%
54%
39%
43%
38%
52%
36%
14%
19%
20%
10%
34%
35%
71%
66%
69%
97%
97%
97%
21%
34%
24%

XEROX

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